Syllabus:
GD 216 Web Design for Artists

Course Day/Time
Tuesdays 1:30-4:45pm

Location
14 E Jackson, Room 210

Office Hours
Tuesdays 5-6pm
CDM 522

Final Project Day/Time
Tuesday 03/14/17 at 1:30pm

Course section/number
GD 216

Instructor
Margot Harrington

Email
MHARR101@cdm.depaul.edu

Description & Objective:

A design-focused web class that will explore intermediate concepts and techniques in visual design, development and implementation of websites for personal expression and artistic experimentation. Students will use industry standard design applications, solidify HTML & CSS skills and be introduced to the fundamentals of more complex coding languages like jQuery, and Javascript. Prerequisite(s): GD 110 or IT 130 or HCI 201 or ART 385.

Project:

Students will work in small groups to conceptualize and build an intermediate level experimental website or comparable digital tool based on a shared cultural, artistic, or interactive goal.

Learning Outcomes:

Produce websites for artistic and experimental purposes of expression.

Develop intermediate digital design concepts in terms of function & value.

Create intermediate-level digital design projects with an understanding of issues of audience demographic, ethics, aesthetics, and interactivity.

Apply intermediate web page design both in visual and technical applications, such as Photoshop and Illustrator, in the creation of functioning web pages that will be deployed.

Analyze contemporary artists who use the web for artistic and experimental purposes of expression.

Evaluation Basis:

• Project pitch and concept presentation using wireframes, user flows, and site map.

• Mock-up draft version of the site using industry standard software: Sketch, Photoshop, Illustrator, or inDesign.

• Level of completion & polish in the final product produced at the end of class, including accessibility, and mobile-friendliness.

• Analyze contemporary artists who use the web for artistic and experimental purposes of expression.

• Attentiveness during lectures.

• Demonstrate use of new code learning throughout class.

• Professional communication, collaboration and teamwork skills.

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- Ability to work in groups & incorporate feedback and direction from teacher & other students.

- Completion of class assignments on due date.

- Attendance, participation, and on-time arrival to class.

Grade Breakdown:

50% Attentiveness, attendance, communication, participation, on-time arrival to class.

50% Presentation, concept, wireframes, mock-ups, execution of website, final quiz.

Grading Rubric:

Attentiveness, attendance, communication, participation, punctuality, projects, assignments, quizzes etc will be graded on a 0-5 scale with equal weight given to each item.

4-5: Shows exemplary participation & understanding of assignment with on-time completion, uses multiple types of code successfully, careful in-depth concept & planning that references more than one cultural touch point, and follows professional aesthetics, accessibility, and mobile standards.

1-3: Assignment & projects technically complete but shows signs of disorganization, broken code, late submission, and average planning or conception. Participation is limited, frequent tardies, misses classes.

0: Failure to submit an assignment, more than 3 unexcused absences, bailing on your group without explanation and without catching up.

Class Materials/Resources:

See separate digital PDF for online code resources & suggested readings.

You will need: design software, a code editor, notebook. As needed: photography, illustration, video editing tools.

Course Schedule:

Week 1 • 1/3/17
Intros, review policies, skills assessment survey, review basic domain and hosting set-up, begin brainstorming ideas, break into teams.

Homework
1 page write-up explaining your team's concept, why you picked it, including references and how you plan to build it. Secure domain name.

Week 2 • 1/10/17
Introduce the concept of wireframes, site map, & user flows. Groups present write-ups to class, discuss. Sketch app demo.

Homework
Prepare wireframes, site map, and user flow of the experience of your site. Begin drafting text, taking photos, and otherwise planning and creating the content for your site.

Week 3 • 1/17/17
HTML & CSS lecture. Groups present wireframes, user flows, site maps. Review and discuss. Continue working on content.

Homework
Prepare design mock-ups of 2 pages of the site, based off the wireframes.

Week 4 • 1/24/17
HTML & CSS review. Students present design mock-ups to class, discuss and revise.

Homework
Incorporate design revisions into existing mock-ups and roll out to mock-ups of remaining pages in the site.

Week 5 • 1/31/117
jQuery & Javascript lecture. Present revisions and new progress on design mock-ups.

Homework
Complete design revisions and begin organizing and preparing files for development.

Week 6 • 2/7/17
Review jQuery & Javascript. Present final designs. Begin preparing files for development.

Homework
1/3 of site should be built in browser.

Week 7 • 2/14/17
Mobile and accessibility requirements lecture. Groups will present their development progress & we will collectively de-bug as needed.

Homework
Continue site build-out. Site needs to be 2/3 complete by the next class.

Week 8 • 2/21/17
Review progress on sites and work through any blocks or bugs.

Homework
Continue with site build-out. Site should be 90% complete by the next class.

Week 9 • 2/28/17
Review progress on sites and work through any blocks or bugs.

Homework
Continue addressing final code additions, browser & device testing, debugging, and mobile tweaks.

Week 10 • 3/7/17
Review adjustments to sites. In-class quiz on code lectures.

Homework
Final adjustments to sites.

Week 11 • Final • 3/14/17
Submit links to your projects. Each person needs to write a 1 page single-spaced 12 pt essay on what you learned in class, what went well and what your group could've improved on. Due by 1:30pm on 3/14.

Class Policies:

I generally check email twice a day, but won't always be able to write back within 24 hours. Complex questions not covered in class can be addressed during office hours or on the phone. Email me to set up a meeting or call.

Attendance is crucial. Class will begin promptly. Coming 15 minutes late or leaving 15 minutes early constitutes an absence for the student. If a student leaves after class has started to retrieve forgotten supplies or assignments that will also be counted as an absence. It's your job to follow up on missed info due to tardiness or absences. The overall grade for participation drops one-third after any absence. Students who miss class due to illness or other significant personal circumstances are required to complete the Absence Notification Process through the Dean of Students Office (Student Center #307 & DePaul Center #11001) in order to have their absence excused. Three absences for any reason, whether excused or not, may constitute failure for the course.

Anyone needing accommodation based on a disability should contact me privately to discuss their needs. To ensure that you receive the best accommodation, let me know within the first week of class, and contact the Center for Students with Disabilities (CSD) at: Student Center, LPC, Suite #370 or (773) 325.1677 / TTY: (773)325.7296.

All other university policies regarding plagiarism, discourse, texting and cell phone usage, withdrawal, and incomplete grades apply.